FROM THE SCARLET PAST
of fabulous NEW ORLEANS

SOUVENIR EDITION
OF THE WORLD FAMOUS TENDERLOIN DIRECTORY
"THE BLUEBOOK"
with a brief
STORY OF STORYVILLE

Introduction

The cataloging of human merchandise by press-agents and promoters of underworld New Orleans fifty years ago, constitutes one of the most amazing publications in the annals of printing history.

Though this method of exploitation of the female form divine is not wholly without parallel, it is none the less rare enough to warrant presentation of factual data verifying its practice, in the early years of the century.

From original issues of various publications in the Blue Book category, we submit herewith a representative collection of authentic extractions.

Which conclusively proves that whatever you have to sell, it pays to advertise.

Moral: The Wicked Blue Book points a good moral by pointing a bad one!

No indecent or objectionable matter appears in this booklet.

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THURMAN W. REEVES
New Orleans, La.

"Storyville"

The inhabitation of New Orleans by wanton women dates back almost to its very founding in 1718. For nearly two centuries, 1718-1917 ,the oldest profession was a legitimate one, provided only the necessary license had been duly obtained.

By the late eighties of the last century the scarlet sisters had become so numerous and so brazen in their conduct, that the respectable element of the city, realizing their decadent influence, demanded some form of legal restraint.

Sometime later the famous Story ordinance of segregation was put into effect, which expelled all women "abandoned to lewdness," from residential areas. This included the French Quarter which for years had been their principal happy hunting ground.

The area assigned to them lost no time in choosing a name for the newly-founded community, for what could be more colorful for this underworld wonderland than the good name of the councilman who created it?

Storyville went on a big boom at the very start. Imposing mansions sprang up, expensively and elaborately furnished. "Gifted," "talented," and "accomplished" entertainers were billed and bally-hooed with impressive results.

Romantic play boys and big-shot financiers alike must have found them irresistible, for the swankier houses are reputed to have paid off like gold mines to their financial backers.

Storyville was one of the city's biggest attractions. Far and wide spread the name and fame of such madams as Lulu White, Josie Arlington, Gypsy Sheaffer, Mae Tuckerman, Emma Johnson and many others. Equally famed were their gilded honky-tonks: Mahogany Hall, The Arlington, Mae Tuckerman's Mansion, The Palace, Emma Johnson's Studio, The Annex, etc. For years the red lights of old Basin Street were visible, figuratively, from the remote corners of the universe.

Old timers will tell you that Storyville reached the peak of its glory around 1910. Just a few years later it hit the skids, and they tell you that its declining years were vicious and bloody ones. The thin veneer of faked respectability, once proudly boasted of, had long since worn away. Anyone who entered now was lucky if he got away with as much as his shirt and carfare home!

At the outset of World War I, in 1917, the Army came in, and to safe-guard the moral well-being of its personnel, Storyville was doomed. "Finis" was thus marked to a colorful chapter of New Orleans history.

Cover design of an early edition, possibly 1895.

The Blue Books

The publishers of these now famous directories tell us that they were issued to "fulfill an urgent popular demand for a reliable and comprehensive guide to the tenderloin district, commonly known as Storyville."

In compliance with this demand, they issued compact, pocket-size booklets wherein they listed the various houses, giving telephone number, street addresses, and the name of the "accomplished entertainers" located at each.

Strangely enough, the publishers neglected to leave their names to posterity on any of their imprints. But their contribution to errant humanity was a monumental one. For their popular little booklets practically eliminated all the legwork previously necessary to our wayward forebearers out window-shopping for high-class entertainment.

Rating in the Blue Book did not call for a blue-blooded ancestry. This involved only the happy co-instance of being endowed with a good figure and being employed by a madam who would foot the bills for the cost of the ad.

Blue Books today are considered rare Americana, and are consequently choice collectors' items. Demand for them is far greater than the supply, and incredible though it may sound, originals command prices exceeding some of our great classics of literature. Believe it or not.

MISS LULU WHITE

THIS IS THE FAMOUS MADAM OF MAHOGANY HALL AS SHE APPEARED IN 1905. THE PASSING YEARS WILL HAVE SEEN HER BECOME ANOTHER LEGEND AMONG DEPARTED NEW ORLEANS CHARACTERS.

This famous West Indian octoroon first saw the light of day thirty-one years ago. Arriving in this country at a rather tender age, and having been fortunately gifted with a good education it did not take long for her to find out what the other sex were in search of.

In describing Miss Lulu, as she is most familiarly called, it would not be amiss to say that besides possessing an elegant form she has beautiful black hair and blue eyes, which have justly gained for her the title of the "Queen of the Demi-monde."

Her establishment, which is situated in the central part of the city, is unquestionably the most elaborately furnished house in the city of New Orleans, and without a doubt one of the most elegant places in this or any other country.

She has made a feature of boarding none but the fairest of girls—those gifted with nature's best charms, and would, under no circumstances have any but that class in her house.

As an entertainer Miss Lulu stands foremost, having made a life-long study of music and literature. She is well read and one that can interest anybody and make a visit to her place a continued round of pleasure.

And when adding that she would be pleased to see all her old friends and make new ones. What more could be added?

From the Blue Book of 1906, we quote: "Nowhere in this country will you find a more popular personage than Madam White. She is noted as being the handsomest octoroon in America and aside from her beauty, she has the distinction of possessing the largest collection of diamonds, pearls, and other rare gems in this part of the country. To see her at night is like witnessing the electrical display at the late St. Louis Exposition."

INTRODUCTORY.

In presenting this souvenir to my multitude of friends, it is my earnest desire to, in the first place, avoid any and all egotism, and, secondly, to impress them with the fact that the cause of my successes must certainly be attributed to their hearty and generous support of my exertions in making their visits to my establishment a moment of pleasure.

While deeming it unnecessary to give the history of my boarders from their birth, which would no doubt, prove reading of the highest grade, I trust that what I have mentioned will not be misconstrued, and will be read in the same light as it was written, and in mentioning the fact that all are born and bred Louisiana girls, I trust that my exertions in that direction will be as appreciated as yours has been to me.

Yours very socially,

LULU WHITE.

From the rare Mahogany Hall Booklet, given to its original owner by Lulu in 1905.

The edition contains 100 pages and lists 22 houses with a personnel of 422 girls. Of this number 318 are white, 58 colored, and 46 octoroon.

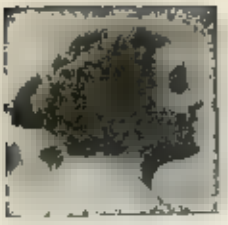
Mahogany Hall

The Legendary Shrine of Jazz

Through the distant origin of jazz music [illegible] by [illegible] [illegible] [illegible]

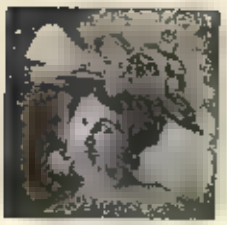
Annie Stone.

Who has not heard of this beauty of Louisiana? Not any who has lived in New Orleans Miss Stone is one of the best entertainers in New Orleans, and if she can not show you a royal time no one can Make up a club and go in a crowd to see Miss White and don't forget to ask for Miss Stone You will have a great time.



Emma Sears.

This clever girl has been justly termed the colored Carmencita, and the name has certainly not been misplaced As a tambourine dancer she has no superior and very few equals. Tall, graceful, winning What more can be said? Let me add Gentlemen, a visit to New Orleans is incomplete if you fail to visit Lulu White's and ask to see Miss Sears dance, sing or play some of her own compositions on a Steinway Grand



"Prettie Sadie Reed."

Such is the soubriquet Miss Sadie has gained and properly as pretty a form and as accomplished as could be asked for. We cannot possibly do the lady justice by the writing of her accomplishments, so gently request you to personally attend to her by a call at the famous Octoroon Club, presided over by Miss Lulu White.

Victoria Hall.

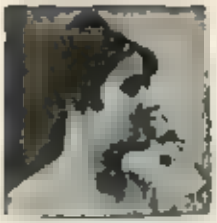
A member of Miss White's Club, as accomplished as she is beautiful, a form equal to Venus, a voice not unlike Patti How could a more accurate description be printed, and what more could be said.

The beautiful

Estelle Russell,

now a member of high standing in Miss White's famous Octoroon Club, a few years ago one of the leading stars in Sam T. Jack's Creole Show, which assertion alone should test the capacity of Miss Lulu's commodious quarters every night.

Gentlemen, don't fail, when visiting Miss White's, to ask for Miss Estelle, for you miss a treat if you do not.



Ida McClelland.

This young lady, who needs but little introduction from the fact that she is universally known as the famous dancer who created such furore at the New York clubs a short time ago

Many will no doubt, recognize in this clever [illegible] the petite figure which caused men to go into raptures at the World's Fair, while visiting the Midway and when we say that you must see her to properly appreciate her many charms we hope that you will take this hint.

Corine Meyers.

The poet has said that there are others, lots of others, but there is only one Corine Meyers, and we do not stretch the point when we re-echo and say that this is true. She can sing a song and rob the canary of its sweet voice. She can perform on any musical instrument, and is a bosom friend in a short while.

Sadie Levy.

Miss White's Octoroon Club would certainly be incomplete without Sadie. Accomplished, beautiful, and charming. We are not given to flattery, so invite you to call and convince yourself that, while there are others there is only one Sadie Levy. Born and bred right here in this city and a girl which any city should feel proud of.

Clara Miller.

Demure everybody's friend, can sit up all night if necessary, and handicap to put a friend on to a good thing. Why? Because it is her disposition, and who don't want to meet such a young lady? Not one with real blood in his veins. She has been in the principal cities of Europe and the Continent, and can certainly interest you as she has a host of others. When we add that the famous octoroon was born near Baton Rouge we trust you will call on her.

BREVITIES FROM BLUE BOOK

". . . She has had many offers to leave her present vocation and take to the stage but her vast business keeps her among her friends."

"... And the place is so located that the most particular person in the world can reach it without being seen."

"... You make no mistake by visiting 226. Everybody must be of some importance to gain admission."

"... She regards the word fun as it should be and not as a money-making word."

"... Where gentlemen of refinement may enjoy the society of ladies of like qualities."

"... Little Dorothy is the idol of society and is known by the elite from California to New York."

"... If you have the blues, the Countess and her girls can cure them. Give 'em a call, boys!"

THE END